



Rock For Reading leverages the power of rock to inspire literacy – motivating and empowering people to enrich their lives through reading.

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May 27, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin,

We are writing this letter to express the value and impact that 93XRT's relationship with Rock For Reading has had since our founding in 2004. We at Rock For Reading believe that there is incredible synergy between our organizations – a deep commitment to Chicago and giving back to our community.

There is tremendous need to impact literacy in our communities. Little that people learn is as valuable in their daily lives as reading. Reading matters in the world of work, citizenship, and our personal lives. Whether dealing with the Internet, a newspaper, computer manual, or a novel, reading is essential and will continue to grow in importance.

According to the National Endowment for the Arts:

- One in Three Chicagoans is functionally illiterate.
- 5% of the U.S. reads consistently – 39% never read.
- Illiterate adults earn 42% less than high school graduates.

Our partnership with 93XRT makes our voice louder in creating awareness and resources to fight the rising trend of illiteracy. Our main vehicle for achieving our mission is through high-profile music concerts. Norm Winer, 93XRT Program Director, is an active member of our Advisory Board. With his leadership and our partnership with 93XRT, Rock For Reading has featured artists such as David Gray, Lucinda Williams and Steve Winwood among others. Currently, we are planning to expand our impact through Rock For Reading's Concert for Literacy by having it at Millennium Park, in partnership with the City of Chicago and the Chicago Public Library during the City's Book Festival Month. 93XRT is a lead partner in planning and ensuring success of our Concert for Literacy.

This type of exposure not only creates awareness of the issue of illiteracy, but also generates partnerships and funds to reach some of the City's most needy residents.

- To date, Rock For Reading to raise over \$1 million through monetary and book donations.
- Rock For Reading has supported 44 community organizations, Chicago public schools and Big Shoulders schools through a combination of monetary and book grants.

These successes would not be possible without partners like 93XRT. With the support of its staff and leadership, 93XRT supports Rock For Reading, Chicago and the community organizations striving to make it a better place for all of us.

Feel free to contact us for further information on the impact that 93XRT has on Rock For Reading, our community and actively participating in our vision to create a community of readers and a community of dreamers.

Regards,

Alice Peacock
President

Hugh Haller
Executive Director